

City of Alexandria, Virginia

MEMORANDUM

14
11-26-02

DATE: NOVEMBER 18, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: YOUTH FUND FY 2003 GRANT AWARDS

ISSUE: Youth Fund FY 2003 Grant Awards.

RECOMMENDATION: That City Council receive the report and thank the members of the Youth Policy Commission for their leadership in the FY 2003 grant award process.

BACKGROUND: Included in the approved FY 2003 budget was \$100,000 designated to fund activities that promote positive development among adolescents, in grades 6 through 12. Awards from the Fund are made by the Alexandria Youth Policy Commission. The Fund is administered by the City's Department of Human Services, Office of Youth Services. It provides funding to support a range of activities that focus on and reinforce the Developmental Asset approach to youth development created by the Search Institute of Minneapolis, Minnesota, which is the basis of many City youth programs. The Youth Policy Commission awarded the first round of Youth Fund grants in FY 2002.

In June 2002, the Commission requested second round proposals to build assets in the youth of Alexandria, with a focus on youth empowerment, community service, and inter-generational relationships. Organizations seeking grant funds were asked to relate their program proposals to one or more of these program areas. The Commission established a committee to review and select proposals for funding based on the criteria noted in the Commission's guidelines (Attachment I). The Commission is required to notify City Council of its selections.

DISCUSSION: The Youth Policy Commission has awarded the second round of Youth Fund Grants to seven organizations for their youth development programs. A total of ten proposals were received by the Commission, requesting \$158,062 in funding from the Youth Fund. Of the ten program proposals received, seven proposals were funded, and the \$100,000 budget amount for the Youth Fund was fully awarded.

The awardees are:

- Alexandria Red Cross, which will implement a multiracial, inter-generational community service project for 7 to 15 Alexandria youth to provide assistance to low income seniors in the Annie B. Rose and Ladrey apartments - \$12,000.
- Northern Virginia Fine Arts Association, which will use funding to teach beginning photography to a culturally diverse group of eight middle school students - \$3,215.
- Project Discovery, which will offer leadership development and training workshops for 35 T. C. Williams High School student officers in: (1) goal setting; (2) priority management; (3) concise self expression; (4) conflict resolution; and (5) the creation of a positive school environment - \$16,000.
- Wholistic Family Agape Ministries Institute, which will implement an after school program of life skills development, academic enrichment, parental involvement and other services to prevent teen pregnancy, HIV/AIDS, substance abuse, gang violence, and school dropout among African-American youth (ages 12-18). The program will serve 15 youth - \$16,285.
- Tenants and Workers Support Committee, which will use grant funds to provide mentoring, after school education, and community activities for 24 low income African-American and Latino youth (ages 12-18) - \$20,000.
- T. C. Williams STEP Center, which will implement an inter-generational community service program using teachers and 16 high school students to train senior citizens in computer technology - \$20,000.
- The Art League, Inc., which will help 28 females (ages 12-17) remodel one another's personal spaces, creating physically improved personal living areas through the use of design techniques - \$12,500.

Information outlining all of the proposals received is summarized on the accompanying table (Attachment II).

For the FY 2003 Youth Fund, the grant period is a twelve-month period, which began October 1, 2002 and ends September 30, 2003. The maximum grant which could be requested was \$25,000. The grant awards were made in September 2002.

FISCAL IMPACT: \$100,000, which was included in the approved FY 2003 Budget.

ATTACHMENTS:

Attachment I. Guidelines FY 2003 Request for Grant Proposal, The City of Alexandria, Virginia
FY 2003 Youth Fund

Attachment II. FY 2003 Youth Fund Grant Proposals (Table)

STAFF:

Ronald H. Frazier, Director of Youth Services

Suzanne T. Chis, Director, Division of Social Services

Jack Powers, Director, Division of Community Programs

Beverly Steele, Interim Director, Department of Human Services

Carol Moore, Acting Deputy Director, Office of Management and Budget

Mark Jinks, Assistant City Manager

GUIDELINES

FY 2003 REQUEST FOR GRANT PROPOSAL

THE CITY OF ALEXANDRIA, VIRGINIA

YOUTH FUND

PURPOSE

The City of Alexandria is seeking proposals from non-profit organizations and community groups to provide a range of activities for Alexandria's school children (grades 6 through 12). Proposals will focus on and reinforce the Developmental Asset approach produced by the Search Institute of Minneapolis, Minnesota. The goal of the Fund is to promote and enhance youth development, particularly adolescents and to mobilize organizations and institutions to take action around a shared understanding of positive asset development in the youth of Alexandria.

The grant period will be a twelve-month period beginning October 1, 2002 and ending September 30, 2003. The maximum grant will not exceed \$25,000 for the grant period.

BACKGROUND

The Alexandria City Council established the City Youth Fund for children in grades 6 through 12 on May 7, 2001. The Fund will be administered by the City's Department of Human Services, Office of Youth Services, and monitored by the Youth Policy Commission (YPC).

The Alexandria City Council established the YPC in 1997. The Commission meets monthly and is chaired by Mayor Kerry Donley. Its role is to provide policy guidance to the City Council with a vision that "Alexandria is a community where diversity is embraced, and children are born healthy and grow up safe, nurtured, well educated and prepared for life." In 2000, the YPC developed a policy statement for youth that was adopted by the City Council to guide the Alexandria youth funding and program decisions. The policy statement is:

"It is the Youth Policy of the City of Alexandria to emphasize prevention, and to target activities that effectively promote positive outcomes for youth and support families through optimal use of existing funds, development of new resources, and engagement of the community."

The YPC has embraced the Developmental Asset approach as a framework for positive youth development that underscores prevention as well as the engagement of the entire community. Developmental assets are building blocks that all children need to grow up to be competent, caring, and healthy adults. When present, these assets protect young people from risk-behaviors and nurture behaviors that are valued by society. Based on the research findings from the Search Institute of more than 100,000 youth, the Developmental Assets model identifies 40 factors for young people's growth and development. The model provides a framework for mobilizing communities to take action in shaping young people's lives.

These 40 developmental assets are grouped into 20 external and 20 internal assets. External assets are positive developmental experiences that surround youth with support, empowerment, boundaries and expectations, and opportunities for constructive use of time.

Internal assets are the young person's own commitments, values, and competencies. These 40 assets are grouped into eight categories: support from families and others; empowerment and opportunity to contribute; boundaries and expectations; constructive use of time; commitment to learning; positive values; skills to make positive choices; and positive identity.

The more assets young people have, the more protected they are from risky behaviors and the more supported they are with positive societal values. The developmental asset framework is based on years of scientific inquiry into risk and resiliency factors, as well as normal developmental processes.

The Search Institute has conducted a survey of approximately 3,700 Alexandria youth (grades 6 through 12) in order to construct a profile of our youth in terms of the developmental assets mentioned above. A copy of the survey results is available from the Department of Human Services, Office of Youth Services (703-838-0990).

PROGRAM FOCUS

The YPC has formulated three areas of focus for the FY 2002 Youth Fund. These areas of focus are part of an overall action plan to build assets in the youth of Alexandria. Organizations requesting grants must relate their program proposals to the areas described below:

Youth Empowerment: Develop and implement a program or activity to give voice, responsibility and accountability to Alexandria's youth throughout community life. The intent is for youth to have useful roles in the community and for youth to perceive that the community values them. As an example, Essex, Vermont has a program called CHIPS, or Community Helping to Inspire People to Succeed. The program stresses youth as an integral member of planning committees. Hampton, Virginia has experimented with various models including youth on boards and commissions. The model Hampton deems most successful is a parallel process in which youth and adults first tackle a problem with their peers rather than in mixed age groups. Other examples are entrepreneurial experiences or mock government opportunities in conjunction with City government.

Based on the results of the Alexandria survey for the asset "Community values youth," 22 percent of the respondents perceive that adults in the community value youth.

Community Service: Develop and implement a program or activity that encourages Alexandria's youth to engage in providing service to their community. The intent is to alert the youth to the critical human needs that exist in our community and to ingrain in them a sense of service that will remain with them as they transition into adulthood. Examples include: projects that encourage youth to care for the aging; tutoring programs; and activities aimed at preserving the environment.

Based on the results of the Alexandria survey for the "Youth as resource asset," 27 percent of the respondents felt that young people are given useful roles in the community.

Inter-generational Relationships: Develop and implement a program or activity promoting inter-generational relationships between Alexandria's adults and youth (stressing creative activities, e.g., music, theater or other arts). Create new ways to connect senior citizens to youth, teens to children, and parents to the needs of their school age children. The intent is to conduct activities and events that promote bonding between seniors and youth, e.g, seniors volunteering at schools and recreation centers, or tutoring and mentoring youth.

Based on the results of the Alexandria survey for the asset "Creative activities," 22 percent of the young people spend three or more hours per week in lessons or practice in music, theater, or other arts. For the asset "Adult role models," 31 percent indicated that parent(s) and other adults model positive, responsible behavior.

FORMAT AND CONTENTS OF PROPOSALS

Application Information Cover Sheet

The attached Application Information Cover Sheet must be completed and returned with the applicant's proposal. Failure to sign and return the form are grounds for the City to reject a proposal.

Required Proposal Format

In order for the City to conduct a uniform review process of all proposals, proposals must be submitted in the format set forth below. Failure to follow this format may be cause for rejection of a proposal because adherence to this format is critical for the City's evaluation process. All proposals must be typed or prepared by a word processor. The pages must be numbered.

1. Title Page

The title page should reflect the Request for Proposal subject, name of the organization, address, telephone number, contact person and date of preparation.

2. Table of Contents

The Table of Contents must indicate the material included in the proposal by section and page number. A proposal's table of contents should mirror this section of the City's requested format.

3. Letter of Transmittal

A letter of transmittal must be submitted with an applicant's proposal, which includes: the names of the persons who are authorized to make representations on behalf of the applicant (include their titles, addresses and telephone numbers); and a statement that the individual who signs the transmittal letter is authorized to bind the applicant to a contract with the City.

4. Program Proposal Outline

a. Goals:

Describe the purpose of the proposal and how it responds to one or more of the areas in the Program Focus section of this request for grant proposals. Outline how the proposed program will benefit Alexandria's youth.

b. Description:

- (1) Provide a statement of need (why activity is needed and whether it duplicates or augments existing City or other agency programs).

- (2) Identify the target population (age, grade, gender, size of population or any special characteristics like language, licensing, or special accommodations or facilities).
- (3) Specify area(s) of the City to be served and provide justification for the selected area(s).
- (4) Describe the program components and activities to be funded by this grant award, in a brief narrative. Identify whether this is a new proposal or project, the continuation of an existing program, or an expansion of an existing program.
- (5) Include a timeline for the program or project.
- (6) Describe collaboration with other agencies including the City that are doing similar or related work in the geographic area. Letters from supporting agencies must accompany the submission.

c. Evaluation Plan:

Describe the assessment methods/strategies that will be used to evaluate the program (records, surveys, interviews, pre- and post-tests, community feedback). List the program's anticipated outcomes and associated measurable goals. Outcomes are the benefits to the target population during or after participating in program activities. Outcomes relate to knowledge, attitudes, values, skill, behavior, or other attributes. Describe how stakeholders (board members, the target population, and community members) will be involved in the evaluation process.

5. Organizational Background

- a. State whether the applicant is a local, regional or national organization.
- b. Describe the organization's history, mission, and goals.
- c. Describe current programs, activities, and accomplishments.
- d. Describe the responsibilities of the board, staff, and volunteers.
- e. Financial: Include copies of the organization's last two audited financial statements if available. If an audit was not completed, include financial statements including a balance sheet and statement of revenues and expenditures.
- f. A description of any comparable programs or services provided by the applicant during the most recent five-year period similar in scope to the City's project outlined in the RFP.
- g. Provide a minimum of three (3) letters of support or reference letters. Each letter should include a complete address and telephone number and the name and title of a contact individual.

6. Staff Qualifications

Provide resumes of full time and part time staff that would directly perform the work. Each resume must provide the name of the individual, job title, education, and work relevant experience. Resumes are not required for administrative, secretarial and clerical staff.

7. Proposed Budget

- a. Provide a clearly detailed and justified line item budget with a narrative and descriptions that address the requirements specified in the Program Description.
- b. Sustainability: Describe the additional resources needed to continue this project over time (financial staffing, partners). Describe how additional resources will be secured to maintain

the program beyond any grant that may be obtained through the FY 2003 Youth Fund. *This section does not apply to requests for one-time activities or projects.*

8. Additional Data

Data not specifically requested by the foregoing sections but which is considered essential to the proposal may be presented in this section. However, suggestions of additional information include, but are not limited to, copies of relevant media reprints and promotional brochures of your organization.

NUMBER OF COPIES

Applicants must provide **eight (8)** copies of the proposal (an original plus seven copies).

PROPOSAL EVALUATION CRITERIA

The YPC will appoint a Review Committee that will review each application and recommend successful grant applicants to the YPC for selection. City Council will be notified of the selections. Listed below are the criteria that will guide the selection process.

1. The extent to which the proposal falls into at least one of the three focus areas and meets the highlighted needs.
2. The extent to which the proposal addresses all of the elements of RFP in sufficient detail.
3. The extent to which program goals are clearly outlined, achievable, and within the capacity of the submitting agency or community group.
4. The extent to which the evaluation plan is complete and will measure actual progress toward the stated goals.
5. The extent to which the proposed budget, including the amount of the grant, is adequate to sustain the program, especially in the out years.
6. The extent to which the proposed program is innovative and new to the City of Alexandria.

REPORTING REQUIREMENTS

An interim report on the status of each funded project must be submitted six months following the beginning of the award period including financial information and the status of the project. A final report will be a month after the completion of the project grant year.

PROPOSAL DUE DATE

Proposals must be received no later than 5:00 p.m. on August 30, 2002, in person or by mail (no fax copies accepted) to the Department of Human Services, Office of Youth Services, 2525 Mt. Vernon Avenue, Alexandria, VA 22301. **LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.** Successful grant recipients will be notified by September 20, 2002.

If you have any questions regarding the application process or to obtain additional information regarding the Alexandria Youth Fund, please contact Ronald Frazier at (703) 838-0992 or Ahmed Elmi at (703) 838-0995.

ATTACHMENT

CITY OF ALEXANDRIA
YOUTH FUND
FY 2003 APPLICATION INFORMATION COVER SHEET

Program Title: _____

Submitted By: _____

Address: _____

Contact Person: _____

Email Address: _____ Fax: () _____

Funding Request: _____

(Amount and time period - number months, year, etc.)

Organization's total budget for FY 2003 (exclude in-kind contributions) _____

Populations(s) Priority(ies) being addressed: _____

Program Priority(ies) being addressed: _____

I certify that to the best of my knowledge, information regarding this proposal reflects accurate data regarding need and estimates for planned/delivered services. This proposal was considered and approved for submission by the agency Board of Directors on (date) _____.

By signing this application, the undersigned offers and agrees if the proposal is accepted, to furnish items or services for which prices are quoted, subject to final negotiation and acceptance by the City of Alexandria and subsequent contract award.

Executive Director (or name of representative) _____ Date: _____

(for multiple agency submissions, please submit additional sheets as necessary)

DEADLINE FOR SUBMISSION IS AUGUST 30, 2002 BY 5:00 P.M.

SUBMIT TO:
City of Alexandria
Department of Human Services
Office of Youth Services
2525 Mt. Vernon Avenue
Alexandria, VA 22301
Attention: Ronald Frazier, Director

Please note, all applications must be received and logged in at the office listed above by August 30, 2002 by 5 p.m. to be considered for this funding.

Alexandria Youth Fund FY 2003 Grant Awards
Grant Period October 1, 2002 - September 30, 2003

	Organization/Program Name & Contact	Address	Phone Number	Program Description	Requested Amount / (Amount Awarded)	Project Duration
1. ✓	Alexandria Red Cross Inter-generational Program Contact: Christy Rothenberger	123 N. Alfred St. Alexandria, VA 22314	(703) 549-2522	Multiracial community service project for Alexandria youth to provide assistance to low income seniors in the Annie B. Rose and Ladrey apartments. The program fosters inter-generational relationships, youth empowerment and community service.	\$12,000 (\$12,000)	10/02-09/03
2.	The Campagna Center / Middle School Program Community Service Project Contact: Nancy Carson	418 S. Washington St. Alexandria, VA 22314	(703) 549-0111	Community service program which develops the skills and talents of middle school children (grades 6-8) through challenging, long-range community service projects.	\$9,100 (Not considered; did not follow guidelines, financial data omitted)	10/02-09/03
3.	Community Partners for Children Bike Project Contact: John Ricketts	2212 Mt. Vernon Ave. Alexandria, VA 22301- 1314	(877) 829-5500	Program provides an opportunity for Alexandria youth (ages 12-15) to earn repaired bicycles and helmets through the completion of 10 hours of community service. The program also teaches safety, bicycle repair and leadership skills.	\$9,130 (Not recommended for funding)	10/02-06/03
4. ✓	Northern Virginia Fine Arts Association / Shots in the Hood II Contact: Mary Gaissert Jackson	201 Prince St. Alexandria, VA 22314	(703) 683-2373	Culturally diverse project which teaches beginning photography to middle school students to promote internal and external asset development. The program promotes inter-generational relationships and empowerment	\$3,215 (\$3,215)	06/03-08/03
5. ✓	Project Discovery/ Leadership Development Program for H.S. Students Contact: Lesa Gilbert	2525 Mt. Vernon Ave. Alexandria, VA 22301	(703) 838-0915	A program for T. C. Williams High School student officers, which fosters leadership development through workshops and training in: (1) goal setting; (2) priority management; (3) concise self expression; (4) conflict resolution; and (5) the creation of a positive school environment.	\$16,200 (\$16,000)	10/02-05/03

Attachment II

Alexandria Youth Fund FY 2003 Grant Awards
Grant Period October 1, 2002 - September 30, 2003

	Organization/Program Name & Contact	Address	Phone Number	Program Description	Requested Amount / (Amount Awarded)	Project Duration
6. ✓	Wholistic Family Agape Ministries Institute Contact: Rev. Daniel Brown / Toni Howard	2423 Mt. Vernon Ave. Alexandria, VA 22301	(703) 519-9100	Wholistic after school program of life skills development, academic enrichment, parental involvement and other services to prevent teen pregnancy, HIV/AIDS, substance abuse, gang violence, and school dropout in African-American youth (ages 12-18).	\$25,000 (\$16,285)	09/02-08/03
7. ✓	Tenants and Workers Support Committee/ Alexandria United Teens Contact: Jon Liss / Evelin Urrutia	3805 Mt. Vernon Ave. Alexandria, VA 22305	(703) 684-5697	A program of intense mentoring and support to promote leadership; provide after school education; and the organization of community activities for low income African-American and Latino youth (ages 12- 18).	\$24,919 (\$20,000)	10/02-09/03
8. ✓	T.C. Williams, STEP Center -Future-Net: CyberSeniors / CyberTeens Contact: Carolyn Lewis	3330 King St. Alexandria, VA 22302	(703) 824-6631	An inter-generational community service program which provides training in computer technology to senior citizens by teachers and high school students through special classes held at schools and community sites. The program is designed to improve at-risk students' academic achievement, attendance, behavior and preparation for career entry.	\$25,000 (\$20,000)	10/02-09/03
9. ✓	The Art League, Inc./ A Space of Her Own Contact: Alice Merrill	105 N. Union St. Alexandria, VA 22314	(703) 683-2373	Based on the "Trading Spaces" model, the project helps females 12-17 to remodel one another's personal spaces, with the help of adult females, creating physically improved personal living areas through the use of design techniques. The program fosters youth empowerment, community service and inter- generational relationships.	\$25,000 (\$12,500)	10/02-07/03

✓ Award Recipients

Alexandria Youth Fund FY 2003 Grant Awards
Grant Period October 1, 2002 - September 30, 2003

Organization/Program Name &Contact	Address	Phone Number	Program Description	Requested Amount / (Amount Awarded)	Project Duration	
10.	Patrick Xavier Youth Foundation Contact: Athena Honduras	6000 Stevenson Ave., Ste. D Alexandria, VA 22304	(703) 461-0761	The project brings awareness of community needs and service opportunities to youth (ages 6-18) and enlists their aid in augmenting existing volunteer programs. Program promotes youth empowerment, inter-generational relationships, and community service.	\$8,497.50 (Not recommended for funding)	7/02-06/03

✓ Award Recipients